

ARTICLE 310 WEST SECTOR POLICIES

WEST SECTOR LOCATION AND EXTENT

The West Sector is bounded generally by Southfield, the Jeffries Freeway, Ardmore, and the Union Belt Railroad line on the east, and includes everything to the west of this line located within the City limits. The entire area is located in what is often referred to as the outer city, and was among the last portions of the City to become developed urban area.

The 1980 Census counted 189,588 people in the West Sector, making it the largest sector in the City in population. The area is divided into seven geographic subsectors: Redford, Evergreen, Rosedale, Brightmoor, Cody, Rouge, and Brooks.

WEST SECTOR PLANNING ISSUES AND FUTURE POTENTIALS

The physical condition of much of the housing, commercial, and industrial development in the West Sector is generally good, a reflection of the fact that much of the area developed after World War II and is one of the newer parts of Detroit.

The West Sector has the potential to continue to be one of Detroit's most popular areas for family living. It offers a wide variety of substantial single-family and apartment housing, a very generous amount of recreation facilities, and good accessibility to downtown and suburban shopping and employment.

❑ **POLICY 310-1: *West Sector - land use***

Encourage development proposals that take advantage of unique features such as the Rouge Valley (observing flood plain development constraints), Telegraph Road and Eight Mile Road.

❑ **POLICY 310-2: *West Sector - residential development***

- Encourage apartment development for senior citizens.
- Increase the range of housing choices.
- Encourage self-help maintenance of housing.

- Upgrade the image of public housing.
- Identify and immediately correct any indications of blight.

□ **POLICY 310-3: *West Sector - commercial development***

- Improve major thoroughfare retail but phase out obsolete and excess commercial frontage and convert to off-street parking, residential, or other appropriate uses.
- Landbank thoroughfare frontage parcels to help create attractive parcels for development.
- Support revitalization of business areas, especially Old Redford, Joy-Greenfield, and Brightmoor shopping centers.
- Consider rezoning portions of the commercial frontage from B4 (General Business) to a more restrictive classification.

□ **POLICY 310-4: *West Sector - transportation system***

- Continue to refine the existing street system.
- Consider closing some streets to through traffic.
- Provide better coordinated traffic signalization.
- Improve pedestrian and bicycle circulation utilizing resources such as the Rouge Valley Park system, Outer Drive, Hines Drive, and other major parks.

□ **POLICY 310-5: *West Sector - recreation system***

Maximize the use of established recreation resources in the West Sector.

REDFORD SUBSECTOR BOUNDARIES AND FEATURES

The Redford subsector is bounded by Eight Mile Road, Lahser, Fenkell, Dale, Puritan, and Five Points. The area is developed primarily with single-family homes, supporting services, and major recreation and institutional uses. The 1980 population of the subsector was 24,494.

Housing in the Redford Subsector is in generally good to excellent condition. The occasional vacant or poorly maintained building is the exception and does not detract from the overall attractiveness of these neighborhoods.

The Redford Subsector lost 15 percent of its population between 1970-1980, which is less than the City-wide percent but high for the West Sector.

The Rouge River winds through the Redford Subsector, from Eight Mile Road on the north to its southern boundary, Fenkell. Much of the land along the Rouge is subject to flooding, when the River is forced to handle excessive amounts of storm or thaw run-off and sewer flow. The potential flood hazard limits the development options for the area and makes recreation open space a very practical use for this area.

The Redford Subsector includes a wide variety of commercial uses, with conditions ranging from good to excellent in many locations, to poor in a few specific locations.

The Redford Subsector includes a limited amount of industry located along Dale, north of Fenkell. The area is bounded on the east by City-owned property that is subject to flooding from the Rouge River. Existing industries seeking to expand here should be encouraged to make greater use of the land along Telegraph.

REDFORD SUBSECTOR GOALS

This is one of the more attractive and sound residential areas of the City, and the primary goal is to maintain and enhance the already desirable character of the area.

❑ **POLICY 310-6: *Redford Subsector Policies***

- Encourage the development of apartments on the former Edgewater Park site.
- Continue to improve the Rouge Park system and the Rogell Golf Course for recreation use.
- Review policies for the frontage along major east-west thoroughfares.
- Encourage local commercial and apartment development along Fenkell, McNichols, and Seven Mile Road.

- Protect residential areas from abrasive general commercial uses along Eight Mile, Telegraph, and Grand River.
- Protect and maintain the Old Redford commercial district as an important community resource.

EVERGREEN SUBSECTOR BOUNDARIES AND FEATURES

The Evergreen subsector is bounded by Eight Mile Road, Southfield Freeway, McNichols Road, and Lahser. The area is developed primarily with single-family homes, and supporting shopping and services. The 1980 population of Evergreen was 35,722 persons.

SUMMARY OF PLANNING ISSUES, EVERGREEN SUBSECTOR

The Evergreen Subsector includes several of Detroit's most popular neighborhoods for families raising children. It is quite stable - the area lost no housing units and only 5 percent of its population between 1970 and 1980. The housing stock is relatively new, most built after World War II.

Some deterioration of commercial frontage, especially along Seven Mile east of Evergreen, is occurring. Of particular concern to residents are the vacant gas stations which have been adapted to other commercial uses incompatible with surrounding development.

EVERGREEN SUBSECTOR GOALS

The Evergreen Subsector is one of the more desirable sections of the City as a family living area. The primary goal is maintenance and conservation of the sound neighborhoods and commercial areas. The future of this area is as a residential community, with stabilized, attractive commercial areas balanced with the needs of the surrounding neighborhoods.

❑ POLICY 310-7: *Evergreen Subsector policies*

- Maintain and preserve the area for family living.
- Encourage additional apartment development in the Seven Mile-Lahser area.

- Protect residential areas from abrasive general commercial uses along major traffic arteries.
- Encourage more local commercial and residential development along portions of the Seven Mile Road frontage.

ROSEDALE SUBSECTOR BOUNDARIES AND FEATURES

The Rosedale subsector is bounded by McNichols, the Southfield Freeway, Schoolcraft, Grandville, Lyndon, Kentfield, Fielding, Puritan, and Lahser. The area is developed primarily with larger single-family homes, general and local commercial uses, and supporting services, including schools, recreation areas, police, fire, and a new branch library. The 1980 population of the Rosedale subsector was 20,141.

SUMMARY OF PLANNING ISSUES, ROSEDALE SUBSECTOR

This is an area of primarily large, two-story, brick single-family homes in good to excellent condition. Lot sizes are significantly larger than in most other parts of the City; densities are less than 12 units per acre.

The only issue of significance is the balance of land uses and the appropriateness of some of the commercial strip development. As in many other areas of the City, this Subsector may benefit by improvements to some thoroughfare frontages, especially along McNichols, to encourage more local commercial and residential development.

ROSEDALE SUBSECTOR GOALS

The goal is to preserve and enhance the existing character and quality. The vision for the future is that Rosedale become an increasingly desirable community for families of relative affluence not only among Detroit communities but on a regional basis.

❑ POLICY 310-8: *Rosedale Subsector Policies*

- Maintain and preserve the Rosedale area as a premium community for family living.
- Encourage local commercial and residential development along Schoolcraft and McNichols.

- Continue efforts to stabilize and upgrade the Grandland Shopping Center at Grand River and Fenkell.
- Protect Rosedale neighborhoods from abrasive uses that may locate along Grand River.

BRIGHTMOOR SUBSECTOR BOUNDARIES AND FEATURES

The Brightmoor subsector is bounded by Puritan, Fielding, Fenkell, Kentfield, Lyndon, Grandville, Schoolcraft, the Southfield Freeway, the Jeffries Freeway, the western City limits, Fenkell, and Lahser. The area is developed primarily with single-family homes, and supporting shopping and services. A substantial industrial district is located in the eastern portion of the subsector, while the western portion includes a major city park, Eliza Howell, developed along the Rouge River Valley. The Smith Homes, a small public housing project, is also located here. The 1980 population of Brightmoor was 19,914 people.

Brightmoor is relatively less affluent than the other subsectors of the West Sector but about average relative to the City as a whole.

SUMMARY OF PLANNING ISSUES, BRIGHTMOOR SUBSECTOR

Housing in the area bounded generally by Fenkell, Evergreen, Schoolcraft, and Lahser is in fair to poor condition; boarded-up homes and homes in need of major repair are scattered through the area, as are vacant lots left when badly damaged homes had to be demolished.

The City-owned public housing at Lyndon and Evergreen, the Smith Homes, includes some vacant and boarded units. The housing located in close proximity to the industry along the Jeffries Freeway west of Southfield shows some signs of stress. A limited amount of industrial expansion may be feasible here some time in the future, if the demand for industrial sites becomes much stronger.

Some of the uses in the area may not be an asset for a local retail district but are well-established at their locations, i.e., adult-oriented uses, auto repair operations. The Fenkell commercial frontage has been a popular location for clubhouses established by motorcycle clubs from Detroit's west side for some time. As normal turnover occurs in establishments located along Fenkell, opportunities are created to strengthen the shopping district by adding retail and service uses that

relate to the neighborhood, rather than abrasive general business uses that could locate elsewhere.

BRIGHTMOOR SUBSECTOR GOALS

This Subsector has shown some signs of decline but the area's basic function is as a sound, desirable single-family community, in close proximity to a substantial number of employment opportunities, and this function will be reinforced by the implementation of the following policies.

❑ POLICY 310-9: *Brightmoor Subsector policies*

- Consider low-interest loans and grants for housing maintenance and rehabilitation.
- Utilize existing programs such as enforcement of environmental codes, building demolition, vacant lot maintenance, and the boarding of vacant structures to stabilize Brightmoor residential areas.
- Stabilize and upgrade the Brightmoor shopping district.
- Encourage desirable neighborhood-oriented commercial development.
- Promote the reuse of vacant industrial facilities.
- Consider the light industrial expansion for the area north of the former Massey-Ferguson complex.
- Encourage the development of apartments and local commercial uses along Fenkell and Schoolcraft.
- Maintain and stabilize the Smith Homes public housing project.

CODY SUBSECTOR BOUNDARIES AND FEATURES

The Cody subsector is bounded by the Jeffries Freeway, the Southfield Freeway, Joy Road, and the western City limits. The area is developed primarily with single-family homes, industry along the C&O Railroad lines and the Jeffries Freeway, and major recreation use in the Rouge Valley area adjoining the Rouge River. Local shopping and general business uses are located along Plymouth and Joy Road. In 1980, Cody had a population of 24,451 living in 9,055 households.

SUMMARY OF PLANNING ISSUES, CODY SUBSECTOR

Commercial land use strategies which will strengthen the sound existing uses while stimulating creative reuse of the vacant buildings and land are required for the Cody Subsector. Portions of Plymouth and Joy Road within Rouge Park are not developed with commercial uses and, as a result, the oversupply of strip commercial land is less severe here than in other parts of the City. The park itself may generate sufficient traffic to support restaurants and party stores near the park entrances.

The Cody Subsector presents an interesting planning problem. On the one hand, the area lost less population between 1970 and 1980 than the City as a whole, and median family incomes are well above the City median; this would suggest a strong market for retail development. On the other hand, almost all residents have cars, and suburban shopping centers are only a few minutes away. Planning Department data on shopping habits of Detroit residents confirm that residents of the West Sector are likely to be suburban shoppers for their general merchandise needs, while convenience goods, food, and drugstore items may be purchased near their homes.

CODY SUBSECTOR GOALS

This Subsector is one of the more desirable areas for family living in the City, and the goal is to maintain and enhance the area as a sound and attractive family-oriented community with convenient, well-planned shopping, services, and recreational opportunities.

□ POLICY 310-10: *Cody Subsector policies*

- Utilize existing programs such as the enforcement of environmental codes, building demolition, vacant lot maintenance, and the boarding of vacant structures to stabilize housing located south of the Jeffries Freeway.
- Encourage local commercial and residential use along Joy Road.
- Continue to improve Rouge Park.
- Encourage new light industrial uses to locate along the C & O Railroad corridor.

- Seek compatible uses for vacant buildings in the Weaver-Fitzpatrick industrial corridor.

ROUGE SUBSECTOR BOUNDARIES AND FEATURES

The Rouge subsector is bounded by Joy Road, the Southfield Freeway, and the southern and western City limits. The area is developed primarily with single-family homes, supporting services, and major recreation use. In 1980, Rouge had a population of 26,647, living in 9,873 households.

SUMMARY OF PLANNING ISSUES, ROUGE SUBSECTOR

As of 1980, Rouge had experienced the least population turnover of any subsector in the West Sector. Consequently, it had a very large proportion of long-term residents and of senior citizens and relatively few children. Even with the high proportion of senior citizens, income levels in the area are about that of the West Sector overall.

The Rouge Subsector, like much of the West Sector, was one of the last sections of the City to develop. Building conditions are generally good, and the general land use pattern is reasonable, although the neighborhood west of Rouge Park is isolated from the Rouge area east of the park.

Development along Joy Road and West Warren includes general commercial uses and local shopping and services. The Joy Road and West Warren frontage should be reviewed and, where appropriate, local business and residential uses encouraged. A local business zoning category would better recognize the nature of the existing development and provide additional protection for Rouge neighborhoods from abrasive uses permitted by the current zoning categories.

ROUGE SUBSECTOR GOALS

This Subsector is one of the more recently built and stable areas of the City. The goal is to maintain and enhance the quality of the housing stock and improve the convenience and organization of local retail and service facilities.

❑ POLICY 310-11: *Rouge Subsector policies*

- Encourage local commercial and residential development along West Warren and Joy Road.

- Continue to improve Rouge Park.

BROOKS SUBSECTOR BOUNDARIES AND FEATURES

The Brooks Subsector is bounded by the Jeffries Freeway, the Union Belt Railroad line, Tireman, Greenfield, Paul, and the Southfield Freeway. The area includes single-family homes, apartments, a major public housing project, shopping and supporting services, and industry along the rail line, which is now worked by a Conrail crew. In 1980, Brooks included 38,219 people living in 13,365 households.

SUMMARY OF PLANNING ISSUES, BROOKS SUBSECTOR

This Subsector has been the site of an above-average rate population turnover in recent years and has attracted relatively less affluent families, including a high proportion of female-headed households with children living at or below the poverty level. The presence of Herman Gardens in the Subsector, with its concentration of such households, influences the statistics but the changes are because of turnover in other portions of the area. Even so, it is important to note that the Brooks Subsector is still at a socio-economic level on par with that of Detroit levels overall.

The Brooks Subsector contains over 15,000 housing units, considerably more than any other Subsector in the West Sector. About 70 percent of the housing units are single-family detached structures of one to two stories; the remaining 30 percent of the housing units are in small or large apartment buildings. The City-owned Herman Gardens project accounts for less than half of these apartment units. Housing in the area east of Greenfield was built prior to World War II and is in fair to good condition. Housing in the area between Greenfield and Southfield as far south as Tireman is generally in fair to poor condition. Housing south of Tireman is in generally good condition.

The Joy Road-Greenfield area includes general commercial and apartment development and a small community shopping center at the intersection. The area is in fair condition but has potential for change because of the number of vacant buildings and land. The West Warren-Greenfield thoroughfare frontage includes general commercial and apartment development and is in fair to good condition. Appropriate code enforcement should be utilized to stabilize the area.

Housing and industry are immediately adjacent and along the full length of the Schaefer-Hubbell industrial corridor. Both the housing and the general

commercial uses on the major east-west streets are showing signs of blight that may reduce the chances for further industrial investment, if these conditions are not corrected.

BROOKS SUBSECTOR GOALS

This Subsector has many desirable features but the important goal is to stabilize the area - check any further deterioration and begin to reverse the process of aging through implementation of the following policies. The area should soon emerge as one where a variety of attractive housing alternatives can be found within a sound community structure, close to convenient shopping, employment, and recreational opportunities.

❑ POLICY 310-12: *Brooks Subsector policies*

- Continue to improve the Herman Gardens project.
- Encourage local commercial and residential development along Joy Road to West Chicago.
- Revitalize commercial development along Plymouth Road.
- Encourage new industrial uses to locate in the Conrail industrial corridor east of Hubbell.
- Encourage housing maintenance and rehabilitation in the area west of Greenfield and north of West Chicago.
- Develop a clear boundary between industry and residential development in the Plymouth-Hubbell area.